

Auburn Endurance Capital Committee Meeting Minutes

Date: Nov. 13, 2012
Time: 10:00 a.m.
Location: City Hall
Present: Cynci Calvin, Harvey Roper, Bob A. Miller, Colleen Conley, Bob Snyder
Guests – Jim Northy, Jan Decker

Minutes: Minutes from Oct. 23, 2012 meeting approved.

Public Comment:

- Bob Snyder updated us on City and Chamber Nov. 3 meeting about “Endurance” vs “Adventure” themes
 - Adventure Commission would create events to encourage people to come to Auburn for “adventures.”
 - Could be festivals, expos, group activities like rafting, hiking, etc.
 - Branding
 - “Auburn – Adventure Crossroads”
 - Goal is to increase visitor numbers
 - Needs to work with parking and transportation issues to minimize impact on parks.
 - Would work with the Endurance Capital Commission (“Where the trails end and the adventure begins”)
 - Next meeting about this tba and will be smaller and more focused.
- Amgen Tour of California stage on March 31, 2013: still no news.

Meddlers Chamber Meeting, Dec. 11

- City Hall, Rose Room, 7 a.m.
- Endurance Capital Commission is scheduled to talk: Harvey Roper and Steve Holden agreed to be the spokespeople
- Agreed that no more than 15 minutes speaking, then Q & A.
- Rest of us should try to be there.
- Regular ECC meeting to follow; location tba

AECW Website

- \$2,000 will be the fee accedeo.com will charge for using the new WordPress platform to revise the ECC website.
- Bob Miller had Steve and Melissa look at the options.
- Two step process:
 - Fix current problems
 - Then add additional bells and whistles.
- Contract: 50% to start, rest when complete.
- Harvey will check with Bike Auburn about \$2000 coming from their funds.
- Colleen made the motion to proceed with website work with accedeo.com as soon as funds are available; Harvey seconded; motion passed unanimously.

Placer Co. Visitors Center

- Harvey to check with Kathy Perry about Tevis cabinets
- Jan asked for suggestions for locations for Placer Co. Visitors Center Guides stands – Whole Foods, Roseville

Events

- Auburn Criterium
 - April 7, 2013 from 8-5 pm in and around Old Town
 - Jim Northey event – still trying to get final approval from Old Town merchants
 - Is on the USA Cycling calendar – will draw top cyclists to Auburn
- Resolution Run on January 1 at Overlook – good item for website.
 - <http://www.jandsportsproductions.com/res%20run%202013.html>
 - 5K, 10K, 10 Mile
- Trail usage days (mtn. bikes vs. horses/runners)
 - Kathy Perry is working on this
 - Colleen will check and let us know
 - Jim Northey has signage.

Meeting adjourned at 11:15 a.m.

Next Meeting: Tuesday, Dec. 11, 2012, 7 a.m. for Meddlers meeting followed by regular meeting, Auburn City Hall